

▶ THE LOOK

▶ THE EXPRESSION

▶ THE CORE

▶ THE BRAND

je ne sais quoi . . .



described

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DISCUSSIONS ON COMMUNICATING THAT SPECIAL SOMETHING THAT WE ALL POSSESS.

Do you know what your brand is?

Yes, we've all heard that *you only get one chance to make a first impression*. And, research says that *it takes 56 unique contacts with someone or something to change their perception of you/it*. Well, don't be discouraged if you or your company has not made the lasting impression that you imagined.

Meaningful and intentional personal touches can redeem your brand over a much shorter period of time; assuming, of course, that you know what the perception of your brand is.

First things first. *Do you know your brand?* If you don't know what your brand is outside of your own mind, you at a minimum, have an idea of what you think it is. Unfortunately, many times, the brand we believe we have is not the perceived brand in the world.

To begin the process of knowing your perceived brand, ask 5 to 7 people/customers (in various capacities) the following questions:

For an individual: A. Describe my fashion style? B. How would you describe my style of communication? C. How would you describe me to someone who's never met me? D. What are 3 things related to my appearance, communication style or character that I could change?

For an organization: A. How would you describe the visual presentation of my company. B. How would you describe our overall style of communication? C. What would you say are my company's core values and how we display them? D. What are 3 things we could be doing better?

Be sure to give them permission to be honest with you. While they are completing the questions, I want you to answer the same questions about to yourself/organization. Do not read their answers before you complete your own.

Gather all of the surveys back prior to reading any of them. You want to process this in one sitting. Before you open them, here are a few ground rules: 1. Read with an open mind. 2. Do not be defensive or try to explain away the feedback. 3. Do not get upset with the person who gave you the feedback (when anyone takes a moment to give you truthful solicited feedback, it's a sign that they care, say "thank you"). 4. Decide who you will confer with about the results to help you take action on any areas for development. 5. Do not beat yourself up about anything you read. Our past does not dictate our future. Thank goodness!

Now, read the feedback and take notes. Look for themes, compare to your answers about your brand perception, and make a list of areas you want to develop, consult with your "person" and take action.



ALERT! *Sometimes when we achieve certain levels of success or buy into our own perception of our brand, we don't take time to self reflect or look at our brand. We can achieve in some areas despite our brand and not because of it.*

What do you want to know? [Click here](#) to email us and let us know what personal brand and communications topics would be helpful for you and/or your company.

What we want to know: [Click here](#) to tell us what you think of our brand. How do we look? How well do we communicate? How could we deliver this to you better?

EA Today: Exciting new blog on our site that will discuss brand and public relations challenges, brand tips & tricks; and the progress of our clients. Photo features will be added. [Click here to read the EA Blog](#)

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Brand Tip of the Month

This one is simple. Get feedback. As they say at the Efficacy Institute "failure is no indication of your ability, but a need to adjust your strategy". Feedback is a great way to adjust your brand strategy to get the results you want. **Take power over perceptions.**